

MSINGI EAST AFRICA

TERMS OF REFERENCE FOR CONSULTANCY: UPDATING MSINGI'S FUNDRAISING STRATEGY AND LONG-TERM REQUIREMENTS

Msingi East Africa Limited is an ambitious and innovative industry development organisation supporting the growth of competitive industries in East Africa. We identify high potential industries, and foster innovation, growth and competitiveness in these industries by providing support, including investment, to pioneering firms, while catalysing the right enabling environment for the industry. We are differentiated by our combination of strong private sector-orientation and skills, and the long-term approach needed to catalyse lasting economic development. Ultimately, Msingi's goal is to play a key role in East Africa's long-term economic transformation.

The Gatsby Africa (UK) and the UK Department for International Development (DFID) have committed seed funding for Msingi's first 5 years. Gatsby is an independent foundation set up in 1967 by Lord David Sainsbury and has worked in East Africa since 1985. Gatsby initiated the concept of Msingi and is playing a hands-on role in its development. DFID, the UK government department responsible for overseas aid, aims to promote sustainable development and alleviate poverty.

We are guided by the following values:

- Integrity** - we value honesty, reliability and boldness
- Excellence** - we value high performance, passion and customer orientation;
- Collaboration** - we value team orientation, flexibility and mutual respect;
- Innovation** - we value creativity, curiosity and problem solving;
- Transparency** - we value openness, assertiveness and constructive feedback.

Msingi's first industry programme is aquaculture and the second focus industry recently selected is Textiles & Apparel. At this stage of Msingi's growth, we welcome conversations with like-minded organisations who are equally passionate about transforming East Africa.

A key facet of our strategy is Msingi's objective to create impact beyond our portfolio of industries by sharing learning and providing targeted support to governments and other stakeholders in East Africa to improve conditions for innovation and competitiveness in the region.

For more information on Msingi visit www.msingi.com.

Scope of consultancy

Msingi is currently supported by Gatsby Africa (UK) and the UK Department for International Development (DFID). This seed funding enables Msingi to test and refine our approach, prove the Msingi model, and achieve economic transformation in at least two industries by 2030. With additional funding we can scale up rapidly and achieve even greater impact.

To this end, we seek to engage a consultant (individual NOT a firm) to undertake the following:

- Lead the development of Msingi's Corporate and fundraising strategy
- To identify and attract new funders that have a long-term approach to industry transformation
- Work with the leadership team to refine the long-term funding requirements
- Develop a communications strategy that will enable Msingi to document and evidence industry transformation outputs and impacts across our selected industries
- Secure firm commitment from at least one potential new funder through preparation of a successful business case/funding proposal.
- Support Msingi to effectively engage potential funders to help build Msingi's profile in the region.
- Develop a Corporate Communication strategy to position Msingi as a regional Industry transformational organisation
- Develop and identify strategic partnerships international and regionally that would support Msingi's Mission and Vision

- Lead the implementation of Msingi's launch plans
- Generate plans to increase Msingi's brand visibility on new media/traditional media.

1) Deliverables from the Consultant

The Consultant will deliver to Msingi the following:

- Fundraising strategy (long-term funding requirements, potential funders / pipeline)
- Msingi Corporate Communication Plan
- Business case/funding proposal
- Secure one new funder
- Corporate / Industry Pitch documents (Collateral)
- Identify and supervise a strategic influencing partner

2) Place of work

To be agreed upon with the consultant

3) Timelines

We expect the assignment to commence on 15 September 2018 and shall continue to be in effect, up to 30 March 2019.

4) Management

The Consultant will report to the Chief Executive Officer on all matters concerning this assignment. The Chief Executive Officer will evaluate the consultant's work and certify delivery, provide feedback and comments and track progress.

5) Fees

The proposed payment schedule for this assignment is monthly payment upon submission of progress reports on completed tasks, outlined against planned outputs. Financial proposals should take account of Kenya tax laws and should include a breakdown of number of days and any associated costs.

Reporting

The consultant will report Msingi's CEO and will be expected to work closely with the rest of the team.

To show interest in this TOR, the consultant is to submit an updated proposal to edna.semiti@msingi.com with cc to aggie.asiimwe@msingi.com and esther.otieno@msingi.com by 7th September 2018.

The proposal is to detail the following:

1. Consultants experience related to the TORs herein
2. Consultants person details including CV, country of residence and right to work in East Africa
3. The investment Msingi will make to hire the consultant;
4. Details of up to three (3) referees who can be contacted at the point of Msingi receiving the consultant's proposal
5. The assets to be provided by Msingi for successful completion of this assignment
6. What the consultant envisions would the deliverables based on the terms of reference